

KAUR ranks as one of its kind in SF area

KAUR's format makes the station one of its kind in Sioux Falls. An estimated five percent of the Sioux Falls market is listening to KAUR, according to Jane Wagers, general manager.

Wagers described KAUR as a total album station that plays rock and jazz. She said it is a unique station because no top 40 hits are played and it is noncommercial, so DJs talk less.

KAUR receives some of its funding through sponsorships. Businesses may sponsor a sport event or program, but no commercials are run, only grant announcements.

The 1982-83 staff included 80 members on and off campus. Program Director Gabe Mydland said that KAUR has a list of 20 people who are not students at Augie, but will work with KAUR when called. These people generally work in the summertime.

News plays an important part at KAUR also, with 25 students participating each semester. News Director, Laurie Scheel, organizes two student news spots done by students each day. A third news spot is run by ABC. Scheel said students cover news from United Press International and campus events. The news department also puts out KAUR Dateline which covers daily news.

Wagers said the important factor of KAUR is that "it is more of a learning experience. People can work at KAUR for experience."



Below: John Heckenlaible types the Monday edition of KAUR Dateline.
Below center: Dave Kempema pulls records for his afternoon jazz show.
Far lower left: John Notheis covered the men's Augustana basketball games from the arena for KAUR.
Far left: KAUR executive staff members include, front row: Chris Simonson, computer analyst; Jonathan Mertz, public service and traffic director; Jane Wagers, general manager; Laurie Scheel, news director; Susan Deering, business manager and Paul Krumsie, first semester sports director. Back: Murray Galkjen, Christian music director; Brian Bonde, faculty advisor; Dennis Lalk, chief engineer; Chan Masselink, second semester sports director; Karl Gehrke, music director and Rob Joyce, assistant program director. Not pictured: Gabe Mydland, program director.
Left: D.J. Beth Andersen was one of the 80 staff members to work at KAUR.

